

Research on the Construction of an All-Media Communication System for International Students to Tell Chinese Stories Well: Taking Yangtze University as an Example

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Abstract

The all-media communication system has gradually developed in practice. China's rich cultural heritage provides materials for international students to tell Chinese stories well. With the significant growth in the number of international students in China, their participation in telling Chinese stories has many positive meanings. International students need to master methods to tell Chinese stories well, including in-depth understanding of cultural connotations, selection of appropriate themes, improvement of language skills, and integration of multiple cultures. Taking Yangtze University as an example, the school has taken measures such as theoretical and practical teaching and leveraging the advantages of all-media to help international students tell Chinese stories well. However, it also faces challenges such as a shortage of funds and insufficient attention, which need to be addressed through countermeasures such as special funding support and the establishment of working groups.

Keywords

All-media; Chinese stories; international students; Yangtze University.

1. Introduction

The concept of the all-media communication system has gradually emerged in the fertile ground of practice and has been keenly captured and deeply studied by the academic community. From the initial exploration of the modern communication system, to the active promotion of media convergence, and then to the vigorous development of new mainstream media, it has finally converged into the powerful force of the all-media communication system. This system, like an exquisite bridge, skillfully coordinates the close connections between traditional media and emerging media, central media and local media, mass media and professional media, jointly weaving a communication network with a reasonable structure, differential development, and coordinated and efficient operation. The all-media communication system not only has a vertical sense of hierarchy and horizontal extensiveness but also encompasses the harmonious coexistence of internal and external elements and the close connection between the macro and micro systems. The accelerated construction of this system aims to shape a new pattern of mainstream public opinion, improve the systematization of network governance, and make up for the lack of informatization in the grass-roots governance platform. Through the ingenious operation of all-media, international students can become capable "relay players" in promoting the international dissemination of Chinese culture, transmitting the charm of Chinese culture to every corner of the world.

China has a long history and rich cultural heritage. The thought-provoking Chinese stories left in the long history are a huge wealth. International students use their personal experiences as the pen and their observational research as the ink to draw a comprehensive and three-dimensional picture of Chinese history and culture, vividly expressing the inherent meaning of Chinese stories. With the emergence of the all-media communication system, it provides a way

for international students to tell Chinese stories well. In today's society, through multiple communication channels such as WeChat official accounts, Weibo, and short videos, more people can understand Chinese culture and stories. International students, as foreigners who have the most direct contact with China, can become the main force in telling Chinese stories through their unique perspectives and experiences. Tapping the potential of international students to "tell Chinese stories well" is an important foothold for spreading the Chinese voice well and enhancing the country's cultural soft power.

2. The Current Situation of International Students

International students in China play an important role in the process of China's foreign friendly exchanges. According to authoritative data, in 2000, the proportion of international students attracted by China was less than 1%, while in the United States, it accounted for as high as 28%. However, by 2020, this pattern had changed significantly - the proportion of international students choosing to study in China had risen to 9%. These data vividly reflect the rapid improvement of China's comprehensive national strength and the continuous expansion of its international influence in recent years.

2.1. Cultural Dilemmas Faced by International Students

During their cross-cultural study tours, international students often face challenges brought about by differences in cultural backgrounds, social habits, and value orientations. These differences are not only reflected at the individual thinking level but also profoundly affect their value orientations. In terms of individual thinking, the educational backgrounds, cultural traditions, and religious customs carried by each international student shape their different ways of understanding and handling problems. This diversity can either be the spark of creative collisions or lead to misunderstandings or communication barriers when solving problems. In terms of value orientation, international students examine Chinese society from a multicultural perspective, and their views are naturally diverse. Respecting these differences not only paves the way for international students to integrate into China but also provides them with a stage to show themselves and contribute diverse thinking. At the same time, it also opens a window for Chinese students to see the vastness and diversity of the world, thereby enhancing international friendship and promoting cultural exchanges and mutual learning.

Although the journey of studying in China is full of challenges, it is also a rare opportunity. They communicate and exchange with companions from all over the world and with different cultural backgrounds, broadening their international horizons and deepening their understanding and perception of the world. Chinese students can also take this opportunity to experience the charm of foreign cultures up close and promote the integration of Chinese and foreign cultures.

2.2. Significance of International Students Participating in Telling Chinese Stories

As envoys of cultural exchanges between China and foreign countries, international students play an important role in spreading Chinese culture and telling Chinese stories. Allowing them to participate in telling Chinese stories can not only deepen their understanding of Chinese culture but also promote the spread of Chinese culture to the world. We should give full play to the natural advantages of international students in telling Chinese stories well and promote the wide spread of Chinese stories around the world, contributing more to promoting people-to-people bonds and building a community with a shared future for mankind.

International students who experience Chinese culture firsthand in China can break their one-sided understanding of China. They come to China to study with curiosity and longing for Chinese culture, and telling Chinese stories well is the door for them to understand Chinese

culture, enabling them to understand Chinese culture more deeply and thus tell Chinese stories better and become true cultural envoys. On the other hand, international students telling Chinese stories well is also an effective way to show the charm of Chinese culture to the world. Through the narration of international students, the rich historical resources and cultural heritage of China allow Chinese stories to cross national borders, allowing people around the world to feel the charm of Chinese culture, thereby enhancing the international community's understanding of China and improving China's international influence.

In addition, international students telling Chinese stories is also of great significance for cultivating internationalized talents with a global perspective and cross-cultural communication abilities. In the context of globalization today, talents with cross-cultural communication abilities are increasingly favored. Allowing international students to tell Chinese stories during their study in China can not only train their cross-cultural communication skills but also cultivate their international perspectives, laying a solid foundation for their future career development and making them the bridge and bond connecting Chinese and foreign cultures.

3. Methods and Conditions for International Students to Tell Chinese Stories Well

With the rapid progress of Internet technology, the all-media communication model has become the trend of the times. In the grand chapter of telling Chinese stories well, all-media communication plays an important role. It is like a bridge that accurately connects creators and audiences, allowing information to be transmitted to the audience in a fast and diverse manner. In this context, to spread Chinese stories in an efficient manner, we need not only appropriate communication strategies but also a profound understanding of the inherent meaning of Chinese stories.

3.1. Methods for International Students to Tell Chinese Stories Well

Chinese stories, as the pearls in the treasure house of Chinese culture, cover a variety of contents such as history, mythology, legends, and fables, reflecting China's long history and culture. Chinese stories are not only rich in content but also have thought-provoking implications behind them. Telling Chinese stories well is a precious opportunity for international students to explore Chinese culture and promote international exchanges. The challenge of this task should not be underestimated, which requires international students to understand and tell the connotations of Chinese stories.

The key for international students to tell Chinese stories well lies in a solid grasp of Chinese cultural knowledge. They should study Chinese history, customs, etc. in depth to understand the deeper meaning behind Chinese stories more accurately. In addition, choosing story themes is equally important. There is a vast sea of Chinese stories, ranging from historical stories to mythological legends, from fable stories to folk stories. It is necessary to carefully select those representative and resonant stories to arouse the interest of the audience. Improving language expression ability is indispensable for telling Chinese stories well. International students should ensure that they can tell the story plots fluently and vividly. In addition, they can also try to integrate Chinese stories with their own cultural backgrounds and make creative adaptations to make the stories more attractive, so that Chinese stories can shine on the world stage.

3.2. Favorable Conditions for International Students to Tell Chinese Stories Well

The unique advantage of international students in telling Chinese stories is that they can obtain a unique perspective by comparing their own culture with Chinese culture. This perspective is

the result of cultural exchanges and integrations. The Chinese stories told from this unique perspective will be more profound.

They also have an advantage in language. In the process of learning Chinese, because they are not native speakers of Chinese, and Chinese is regarded as a complex and difficult language, their efforts and hardships in learning are beyond imagination. However, this effort enables them to understand Chinese culture more accurately, so that they can integrate Chinese culture with their own culture and tell Chinese stories to the people in their hometowns in their mother tongue, giving new vitality to Chinese stories.

In today's era of deepening globalization, international students, as cultural envoys, transmit Chinese stories to people around the world through their personal experiences. They use various means such as social media, speeches, and exhibitions to cross national and cultural barriers and show the charm of Chinese stories to the whole world.

4. Practical Cases of International Students at Yangtze University Telling Chinese Stories Well

Yangtze University is located in the historical city of Jingzhou, where the splendid Chu culture, Three Kingdoms culture, and Zhang Juzheng culture originated. As an implementation unit of the Innovative Talents International Cooperation Training Project of the China Scholarship Council, Yangtze University leads international students to jointly explore the profoundness of Chinese culture and tells wonderful Chinese stories to the world. The more than 30-year history of studying abroad education has witnessed the in-depth cultivation and outstanding contributions of Yangtze University in the field of international education. Yangtze University has attracted more than 500 international students from 69 countries on five continents with an open attitude and an inclusive mind. They not only study professional knowledge here but also gradually grow into envoys of friendship between China and foreign countries under the influence of Chinese culture. The school not only has the qualification to recruit Chinese government scholarship students in China (CSC) but also has an HSK (New Chinese Proficiency Test) test center, providing a comprehensive and multi-level learning platform for international students.

The international students of Yangtze University have achieved remarkable achievements in academic research. Samwel Sylvester Msigwa from Tanzania published 5 high-level papers as the first author during his study abroad, 3 of which were included in SCI, and won the 2020 Chinese Government Outstanding International Student Scholarship in China. Li Fei, a Ghanaian doctoral student in the School of Economics and Management, has won many achievements, including the 2022 "Action Learning in China - Yangtze University Global Youth Leadership Program" and the "Outstanding Performance Award".

In addition to the cultivation in the academic field. In terms of cultural exchanges between China and foreign countries, Yangtze University holds the "Study at Yangtze University · Understand Jingchu" series of activities every year. This not only enables international students to experience the charm of traditional Chinese culture firsthand but also broadens the cultural horizons of international students.

International students have also begun to share videos of their participation in activities on online platforms, attracting a large number of netizens' attention and likes. Among them, the video of the ancient city wall tour in Jingzhou posted by the Pakistani student Samad has a playback volume of as high as 105,000. These data reflect the fact that Chinese culture is becoming more and more popular around the world.

4.1. Measures for International Students at Yangtze University to Tell Chinese Stories Well

Yangtze University provides a platform for international students to understand and experience Chinese culture. The school makes full use of the regional cultural advantages and constructs a comprehensive and in-depth "telling Chinese stories well" education system through teaching and practical activities.

At the theoretical teaching level, Yangtze University's textbooks compiled based on Chu culture comprehensively show international students the historical context, social features, customs, and habits of Jingchu culture. At the same time, it also pays attention to cultivating their Chinese language ability. The school adopts a composite teaching model of "Chinese professional courses" + "traditional culture second classroom", which not only ensures the systematicness of language learning but also stimulates international students' strong interest and exploration desire for Chinese culture through rich and colorful extracurricular activities, such as Jinghe Opera rehearsal and intangible cultural heritage paper-cutting workshops.

In terms of practical exploration, Yangtze University actively organizes international students to go out of the campus and experience the charm of Chinese culture firsthand. From visiting the Jingzhou Museum and feeling the vicissitudes of the thousand-year-old ancient city wall to going deep into the inheritance bases of intangible cultural heritages such as Chu-style lacquerware decoration and embroidery techniques. Through these activities, international students not only witness the breadth and profundity of Chinese culture with their own eyes but also learn how to tell Chinese stories in a more vivid and intuitive way in practice.

International students at Yangtze University record in short videos and spread through social media to show the world what they have seen and heard in China. After the Jinghe Opera performance, international students took pictures in gorgeous costumes and shared them on social platforms, reflecting their love for traditional Chinese opera culture. At the same time, their sharing and spreading also provide a window for the international community to understand China and enhance the attraction and persuasiveness of Chinese stories.

Yangtze University takes advantage of the all-media communication system to accelerate the integration of communication channels and build a widely covered and highly interactive communication network. On July 7, 2023, the "Study at Yangtze University · Understand Jingchu" series of national conditions education activities organized by the International College of the school vividly recorded the whole process of international students experiencing "Jinghe Opera" through the school's official website video live broadcast, triggering a strong response inside and outside the school. This successful case not only shows the innovative practice of Yangtze University in telling Chinese stories well but also provides new ideas and inspirations for future international cultural exchanges and cooperation.

Through a series of carefully designed theoretical and practical activities, Yangtze University has not only deepened international students' understanding and recognition of Chinese culture but also inspired their enthusiasm and sense of responsibility to become disseminators of Chinese culture. In today's era of deepening globalization, such an education model has undoubtedly built a bridge for enhancing international friendship and promoting cultural exchanges and also contributed to building a community with a shared future for mankind.

4.2. Challenges and Countermeasures for International Students at Yangtze University to Tell Chinese Stories Well

International students may face some difficulties when telling Chinese stories, such as cultural differences and language barriers. This situation not only occurs at Yangtze University but also exists in the entire group of international students in China.

The shortage of funds, as one of the challenges, has become a major bottleneck restricting international students from deeply experiencing and spreading Chinese culture. Another challenge is that the school still lacks sufficient attention and systematic planning in promoting international students to tell Chinese stories well.

As countermeasures, the school can provide special funds for the project of telling Chinese stories well to support international students to participate in relevant activities. At the same time, the school can also strive for external sponsorship. For the second challenge, a working group can be established to be responsible for formulating specific goals for international students to tell Chinese stories well. And an effective evaluation mechanism can be established to conduct regular evaluations to help them improve their ability to tell Chinese stories well.

5. Conclusion

The research on the construction of an all-media communication system for international students to tell Chinese stories well is of great significance. Yangtze University, as a typical case, has achieved success in this regard, but there are still some challenges that need to be addressed. However, this also provides experience for the future. The all-media communication system can meet the needs of international students to spread Chinese stories in different ways and improve their communication efficiency. Thus, it can promote more international students to participate in telling Chinese stories well and present a real, diverse, and three-dimensional image of China to the world.

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